



The Designated Motivator: FAQs

What is a Designated Motivator (DM)?

The Designated Motivator - An individual who has the passion and ability to give others the greatest gift of all: the realization and mobilization of their true potential. Someone who uses a specific mindset and skill set to empower others to believe in themselves so they can achieve at higher levels than they thought were possible.

Why did you decide to write this book?

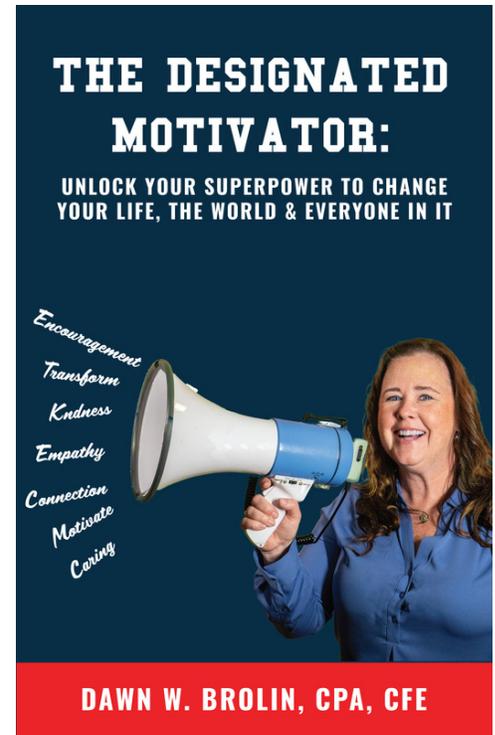
I wrote this book because I truly believe that we need a #MotivationMovement across this country and really, the world! There is far too much potential wasted due to lack of engagement and encouragement in business and our personal lives. Imagine what just a little encouragement and empowerment could do for you--and the people around you. It truly can make a life-changing difference on so many levels driving your personal beliefs, achievement and business goals forward, past all limitations!

I decided a long time ago that I wanted to make a difference--that is how I started down this DM path. I felt the desire in my soul and the fire in my belly to do what I could to make people realize how gifted they are and to help them see and seize the possibility they held within them.

This book was inspired by each of those people who have come into my life. Those special, unique and amazing individuals. All of whom have taught me something--and who have helped me become a better version of myself. One that I hope continues to make a positive impact in the world in new and meaningful ways.

In 2019, I had a pivotal experience when coaching the Lady Warriors at Eastern Connecticut State University—where I realized that I had a secret superpower of being able to motivate others to realize their unique gifts, bring them into the world and achieve at higher levels than they thought possible.

I believe there are many other people who are DMs, too, although they may not really know how to use their superpower for the highest good, so I decided to write a book that detailed the responsibilities, mindset and skill set of a DM so that as many people as possible can use the information to help change their lives, make the world better, and support the people they work with in different areas of their life (i.e. home, work, school, volunteer organizations, etc.).





The Designated Motivator: FAQs

What are the responsibilities of a DM?

The Three Key Responsibilities of a Designated Motivator are to:

1. Encourage unconditionally.
2. Provide emotional, physical, and psychological support.
3. Cause a positive transformative effect in another person on a mental, emotional, spiritual and/or physical level.

What is the DM Philosophy?

In my experience, adopting the DM philosophy can exponentially improve every area of your universe and those of the people in your orbit. For example:

- Help you define and act in alignment with your highest purpose.
- Increase your internal happiness and positive external energy.
- Improve relationships with your family, friends and colleagues.
- Allow you to achieve greater productivity and teamwork at work and in other organizations you are involved in.
- Help you create transformative, life-altering experiences for yourself and others.

I have seen the power of being a Designated Motivator for others and experiencing the impact of having a DM in my own life. That's the wonderful and awesome thing about The Designated Motivator Philosophy. It's a two-way street—you can give and you can receive. It's all up to you.

What is the DM Mindset?

In the book, you can take the Motivational Mindset Self-Assessment Quiz which allows you to determine which of the three motivational drivers shapes your personal Motivational Mindset: Achievement, Affiliation or Power. It will also show you how these drivers may influence your own DM as well.

The achievement DM mindset is obviously for people who are very goal-oriented. Affiliation is for people who like to work with others and be respected by them and power is about those who are motivated by recognition and winning awards etc.

What is the DM Skill Set?

1. Be observant to see where you are needed. One of the key skills of any DM is the ability to observe people in various situations and pick up on clues that an individual may need some assistance from you. You may need to step in if you see someone who:

- Isn't performing at the level that you know they are capable of.
- Is routinely negative and disengaged from their work or their primary functions.



The Designated Motivator: FAQs

- Uses self-deprecating words and seems preoccupied with problems.
- Is having a hard time coping with external stressors and is feeling anxious or overwhelmed because of them.
- Seems to be frequently up and down in their mood.

2. Invest time in learning about others. In today's fast-paced, crazy-busy world it is important as a DM (and a good human) to connect with other people. This is important not only to try to help and motivate them, but also for your own well-being. Humans need connections with other humans—we are all hard-wired this way to varying degrees.

Bottomline: we all have stress, fear, anxiety and other feelings or beliefs that can diminish our capacity to feel we are worthy, capable or motivated to reach our goals. As a DM, I invested the time to understand where team members were coming from on a personal level so that I could intervene as appropriate.

3. Understand what makes people tick. Applying the DM principles is not a one-size-fits-all endeavor. You need to learn what motivates others on an individual level. Using the three main types of motivators from the DM Mindset section—Achievement, Affiliation, or Power—is a great start.

Then figure out what it is that makes your particular Motivatee tick. If the person you are working with a member of the Achievement Club, learn what they're passionate about. How can you help them set goals which align with their aspirations and interests, then give them the tools to achieve them?

4. Use eye contact and body language. It goes without saying that as a DM, you must respect all rules and social norms when answering your calling to help others in the ways that I am outlining here. In today's culture and social environment, a hands-off approach is often encouraged and established boundaries must be respected.

However, there are little ways that you can use physical cues and body language to both understand your Motivatee and also offer the comfort, compassion and non-verbal communication that so many of us need.

Eye contact, standing or sitting comfortably close to whom you are talking to, offering a compassionate hand to hold—and if appropriate and welcomed— a hug can all do wonders to ease anxiety, allow people to know that you really are open and ready to receive what they have to say and that you truly care.

Don't underestimate the power of your physical presence and body language to help you forge a meaningful connection with those people around you who are waiting for someone to inspire, encourage and lift them up.



The Designated Motivator: FAQs

5. Vary your motivation techniques. Using different forms of motivation, depending on the situation, is very important. Sometimes the crazy antics and humor work really well, but sometimes a listening ear and a hug is what is in order.

You may be surprised how powerful your DM impact can be by simply listening in a non-judgmental way to how someone is feeling and what is going on in their life. You need to gauge these situations. In some, you may need to push back on what you are hearing to help the person who is struggling see a different truth about their situation. Or in others, take a gentler approach using your empathetic skills.

6. Create positive interactions. The key takeaway for any DM interaction you have with another human is to have the goal of leaving them better than you found them. I try to practice this as much as possible as I go through life. I will admit, some days and some moments I do better than others, but on the whole, I try to practice the DM philosophy whenever I interact with someone.

If you aren't a person who wants to go "all in" on being a DM in a formal sense for a team, work, school or family situation. Then I encourage you to at least try to brighten and lighten someone's day when you are grocery shopping or interacting with a service provider. This may seem like a small thing, but it can have a big impact!

7. Help others see a brighter future. As a DM, it is important to keep creating a vision of the future for those you are working with—this is especially true in a team setting. Whether it is an employee, a client, an athlete, or a family member you'll want to help them see a new way of handling a tough situation or advancing their skills to accomplish more in the future.

In addition to helping them develop a new and more positive mindset, you can also help them develop new skills that they can use to make better choices or try new things by playing to their strengths, interests and capabilities. This will help them keep "facing forward" and moving toward their goals.

8. Provide positive and productive feedback. While I am certainly all about keeping things light and making people feel good as a DM I also know that to truly transform people sometimes you have to get real about a situation. This is especially true if the person you are a DM for is practicing self-sabotaging behavior. A key skill for most DMs is being able to provide personalized, positive and productive feedback to others on their progress.



The Designated Motivator: FAQs

5. Pile on the praise and compliments. Building and nurturing real relationships with others requires that you can have real conversations with people. It also requires that you can give compliments and praise freely when they are deserved—so strengthen your DM skill set by practicing positive words on a daily basis. Our book bonuses also include a set of DM Mantras, as well as a Word Search You can use to find positive words that can help lift others up.

6. Expand your network of encouragement experts. Building on the last point above, as a DM, one of the key ways you can have maximum impact is to bring other people into your network of encouragement experts—so they can help to reinforce and reiterate your own efforts with an individual or a team. Of course, be judicious about confidentiality when it comes to personal situations that you may be helping people with, but in most cases, encouraging people all around you to lift up others is something that they can get excited about.

In other words, let others in on your DM superpower secret—and their own—so that together you can all work to be an encouraging source of power for as many people as possible.



The Designated Motivator: FAQs

Do you have any DMs in your life?

I was extremely fortunate growing up because I had the best example of a DM right under my own roof, in my dad, who is the perfect first example of a DM.

My dad worked at Pratt & Whitney in the days of labor strikes. He was a foreman and his guys would be on the picket line. My dad refused to cross the line and instead set up a cot and slept there until the strike was over.

He was gritty, determined, supportive and a true leader. His “guys” as he would call them looked up to him. He would go to bat for them all day long. He happened to not only be a leader but was a DM himself. Through his example, and the actions he showed toward his team, he motivated them with his loyalty, his belief in them, and the fact that he always had their backs.

The other exposure I had to someone acting as a DM for me was in my days as a student athlete at Eastern Connecticut State University. The example set by Jeffrey Anderson was another pivotal experience on my path to becoming a DM. As a coach, he was 100% our DM.

Today, my husband and daughters are definitely my DMs as well as many other clients, business colleagues, softball team members and more in all of my DM Dimensions.

Where can people find more information about the book and Team Brolin?

Check out our website TeamBrolin.com, look for #MotivationMovement on my social media channels on Facebook, Twitter, Instagram and LinkedIn, and you can download a digital version of The Designated Motivator at Amazon.com.

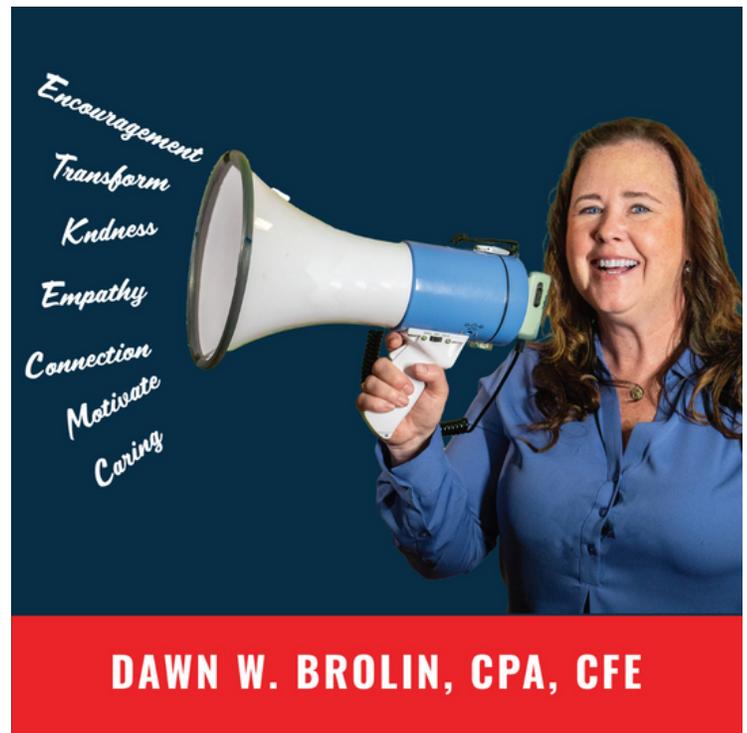


About The Designated Motivator

Dawn W. Brolin, CPA, CFE

Dawn W. Brolin, CPA, CFE is the founder of Team Brolin an organization dedicated to helping accounting professionals and small businesses optimize their operations and reduce their fraud risks. She is also the owner of Connecticut-based CPA firm, Powerful Accounting Inc.

Dawn's extensive accounting expertise and personal entrepreneurial experiences fuel her passion for helping other business owners succeed through the application of smart technology solutions, effective financial management, and comprehensive business continuity and fraud mitigation strategies.



Dawn's in-depth knowledge and down-to-earth, entertaining approach make her an in-demand trainer, speaker, and thought leader. She has worked with prestigious partners including Fundera, Intuit, TSheets by QuickBooks, AbacusNext, ADP, MineralTree and many more.

In addition, Dawn's contributions to the accounting profession are continually recognized with many top awards. She was named "2020 Top Niche Practice ProAdvisor: Forensics" as well as one of the "2018, 2019 & 2020 Top 100 Most Influential People in Accounting" ~ by Accounting Today, "2012-2017 Top 25 Most Powerful Women in Accounting" ~ by CPA Practice Advisor, "2017 MP Elite Accounting Firm Leaders" ~ by Accounting Today, and "Top 40 Under 40 Class of 2009" ~ by CPA Technology Magazine. Dawn has also been published on many blogs and in books such as "The World's Most Inspiring Accountants."

Dawn has also appeared on the MSNBC show **Your Business** and has spoken at national conferences including CPA Academy, Cleveland Ohio Society of CPA's, Intuit QuickBooks Connect Conference, Live Your Legacy, Scaling New Heights, AbacusMaximus, Spark & Hustle, TD Bank, and many others.